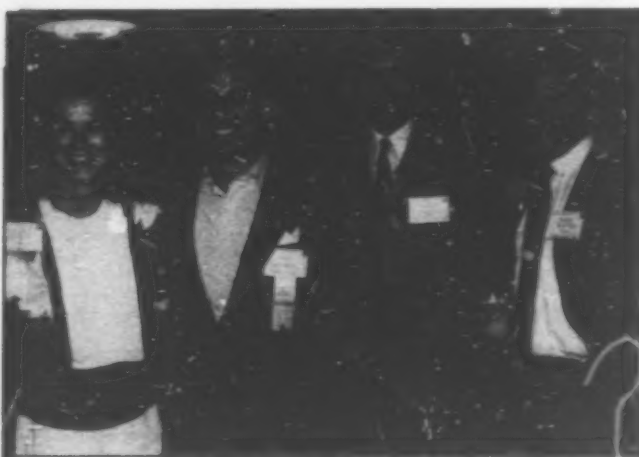


Monday, October 14, 1985

Advertising Age

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The American Magazine Conference at Hilton Head Island, S.C., drew a number of publication notables, including (from l.) Christie Hefner of Playboy, Ed Kosner of New York, Kent Brownridge of Rolling Stone and Chris Whittle of Esquire.

The 'challenging' economy tops magazine meet

By STUART J. ELLIOTT

HILTON HEAD ISLAND, S.C.—That song they kept playing here last week during the 1985 American Magazine Conference—was it "What a Difference a Year Makes?"

At last year's conference, the urge to merge was all the rage, as industry players reveled in what turned out to be "a vintage year" for attracting advertising, as it was described by Jack Rehm, president-publishing group, Meredith Corp., and 1984-85 chairman of the Magazine Publishers Assn.

Discussions with many of the approximately 650 persons attending this year's conference, co-sponsored by MPA and the American Society of Magazine Editors Oct. 6 to 9, disclosed different, changing, attitudes.

That is not to say media merger mania is over. One deal—the purchase of *Early Years/K-8*, Darien, Conn., by Highlights for Children Inc., Columbus, O.—was announced during the conference. Another—the merger of Telepictures Corp., parent of Telepictures Publications, with Lorimar Inc.—cost the conference the scheduled appearance of Michael Garin, Telepictures' president-chief operating officer.

There also was the proverbial buzzing in the corridors about more buying and selling to come, with such names as CBS Magazines, Hearst Magazines and Time Inc. being mentioned.

And even with the slowdown in marketers' purchases of magazine ad pages, which is becoming more pronounced as '85 comes to a close (AA, Oct. 7), it still should be "the best year for the magazine industry in revenues," predicted William Gorog, MPA president, following "two incredible years" during which those revenues soared 33%.

Yet there is a belief the easy times, the easy gains, are pretty much over.

In this new environment, which executives here termed "challenging"—the polite version of "tough as all get-out"—the emphasis is on working harder and smarter to achieve increases in both ad dollars and share of market.

Mr. Gorog said the industry could expect ad revenues to advance 5% to 6% in '86 "if we just roll with the economy." But he said the

(Continued on Page 105)

Falling net tv prices pinch other media

By VERNE GAY

NEW YORK—A pall has settled over all national media in the fourth quarter as many key advertising categories pull back short-term spending and falling network tv prices create pressure on other media.

While the network tv fourth-quarter scatter market started October with as much as \$100 million in unsold inventory, it is starting to pick up some sales steam. But prices are still reduced from the

upfront market of last summer.

The attractive pricing in network tv is zapping what little strength there was in the national spot tv market, although tv reps still hope to come in between 6% and 9% ahead of the same period last year.

The lure of low-cost network time is also leveling a severe blow against barter syndication. With network cost-per-thousand rates so low, syndication can no longer offer advertisers a "cheap" alternative. In addition, most of the

prime barter syndication programming was sold out earlier in the year, and the inventory remaining doesn't have the appeal to compete with network prime time or daytime. Don Stump, vp-media sales of Telepictures, said, "The network are in a tight situation and [they're saying]: 'We're not gonna share a dime with syndication.'"

Magazines are experiencing an especially poor fourth quarter in what has been a soft market for the past six months. Major ad categories, (Continued on Page 107)

U.K. shop, DFS draft agreement on client concerns

Dorland conflict pact

By LAUREL WENTZ and DENNIS CHASE

Dorland Advertising in the U.K. and Dancer Fitzgerald Sample in the U.S. are drafting an agreement to resolve client-conflict concerns in any DFS-Dorland deal, said Jack Rubins, Dorland chairman.

Saatchi & Saatchi, which owns 100% of Dorland, also will sign the agreement, which Mr. Rubins described as "unique."

Mr. Rubins acknowledged for the first time that a buyout of DFS by Dorland was a possibility. When asked whether Dorland, using Saatchi money, might buy DFS outright, he said, "I do not preclude that."

He said the deal, first reported last month (AA, Sept. 23), might be concluded by the end of the year and that DFS chairman Stu Upson would become chairman of the new group.

Other sources said the purchase could happen within the next several weeks, and that Saatchi offered to buy DFS for \$130 million. Mr. Rubins will be in DFS' New York offices before the end of October.

Previously, Mr. Rubins had outlined a three-zone approach in which Dorland and DFS would exchange equity in Europe, the U.S. and Asia, and divide responsibility for looking after each other's clients (AA, Sept. 30).

To allay fears of clients—mostly in the U.S.—that there are too many conflicting Saatchi and DFS accounts, DFS and Dorland lawyers have drafted what they call a "watertight" legal agreement preventing conflicts.

The confidential, three-page document would prevent Saatchi from receiving information from Dorland and DFS about clients, personnel or reporting procedures—"all the things clients would expect to keep confidential," said Michael Geraghty, Dorland's commercial manager.

The agreement restricts everyone from top managers to low-level employees from exchanging information. The agreement specifies, for example, that Saatchi cannot require information from Dorland or DFS about clients or require the services of any director or

(Continued on Page 102)

Last Minute News

Hasbro gives birth to new baby products

NORTHVALE, N.J.—Hasbro Inc.'s Tommee Tippee Playskool, included in the 1984 acquisition of Milton Bradley Co., will unveil its updated line of preschool toys and other infant products at the Juvenile Products Merchandising Show in Dallas this week. Sources said the company and Griffin Bacal, New York, are planning to aim a hefty ad campaign at "baby-boomers," perhaps as much as \$20 million in tv and print.

FCC expands look into RKO

WASHINGTON—Federal Communications Commission last week expanded the investigation into alleged improprieties by the RKO Radio Networks during 1983. A challenger to RKO General's Los Angeles tv license has claimed the networks falsified network clearance data.

Fiber products in fashion

NEW YORK—Thompson Medical is planning a heavy multimedia national introduction for a new fiber diet tablet called Fiber Full. Saatchi & Saatchi Compton handles. Schering Corp. also is considering a rollout from West Coast markets of Fibre Trim, described as a fiber supplement. Ogilvy & Mather is the agency.

Lever tries new butter substitute

NEW YORK—Lever Bros. is testing Krona spread in Grand Rapids and (Continued on Page 8)

Seagram spots go to cable

By GAY JERVEY

After six months of trying in vain to buy network tv time, Joseph E. Seagram & Sons will take its controversial "public service" campaign to at least three cable networks Oct. 16 with a four-week, \$1.2 million flight.

Seagram declined to comment on the effort, which will be announced in Washington tomorrow.

The spots, which argue that 1 1/4 ozs. of whisky contains no more alcohol than 5 ozs. of wine or 12 ozs. of beer, will run on USA Network, Turner Broadcasting System's (Continued on Page 106)

NEWSPAPER

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HIGHLIGHTS

Net prices squeeze other media 1

A pall has settled over all national media in the fourth quarter as many key advertising categories pull back spending and falling network tv prices create pressure on other media.

Conflict pact for Dorland, DFS 1

The U.K.'s Dorland Advertising said it and Dancer Fitzgerald Sample are drafting an agreement designed to solve client conflict concerns that might be created should the shops merge. Dorland chairman Jack Rubins called the agreement with DFS "unique."

Polaroid snaps up new ad focus 3

Polaroid breaks an estimated \$20 million tv and print campaign on Oct. 20 that focuses on the benefits of instant photography rather than on cameras. That's a creative and strategic shift away from Polaroid's ads of recent years.

JWT, O&M stay on top 3

After three quarters of polling, J. Walter Thompson USA and Ogilvy & Mather remain deadlocked as the best of the nation's advertising agencies, according to Agency Watch, an ADVERTISING AGE survey of company ad directors.

Chiat Gaines a big one 4

Chiat/Day won its first major package-goods account last week by picking up the \$19 million account for Gaines Foods. It includes the Gravy Train, Cycle, Top Choice and Gaines Burgers dog foods.

Smokes take it slow 10

The new wisdom in the tobacco business says that you test a product, practically to death, before you take it national. With few notable exceptions, cigaret marketers are starting tests in two-to-four traditional test cities, then expanding the tests, often to entire regions.



Federal, UPS in foreign fight 12

Federal Express and United Parcel Service, two giant rivals in the U.S. package-delivery business, both made significant moves last week to extend their horizons into the growing international air-courier market.

Master-ing the beer market 32

Masters Brewing Co.—the joint venture by breweries from the U.S., Canada and West Germany—last week launched its first beer, Masters,

a superpremium brand introduced in Miami, Washington, Boston and Columbus, O.

Upgrade your Japanese.



You never know where the road might lead you. So be prepared. In a take-just-about anything, take-just-about anywhere Vista 4WD wagon. Now with optional four wheel drive. Four wheel drive translates some of the nastiest words in the language—detours, dirt, gravel, potholes, slush—into a pleasant communication with the road. And it does so at the push of a button. Colt Vista's interior adapts handily too. Middle and rear seats fold backwards and forwards. So you can change the set-up as easily as you change your mind. Don't get stuck with a fair weather friend. Get an '86 Colt Vista wagon. Perfect Japanese for an imperfect world. Vista is imported for Dodge and Plymouth. built by Mitsubishi Motors Corporation in Japan. Colt. It's all the Japanese you need to know.

Chrysler's yen for market share 72

Japanese-built Dodges and Plymouths suddenly are outselling American Motors Corp. and Volkswagen of America. Chrysler is projecting about a 60% increase for the 1986 model year in captive-import sales because of eased restrictions on Japanese imports.

CATEGORY REVIEW

Stirring up the yogurt market 74

In a market overrun with new products and line extensions, making an impact on the nearly \$1 billion yogurt industry is no easy task. But To-FITNESS Inc., a Miami-based health food marketer, hopes to do it in an instant. To-FITNESS has gained exclusive U.S. rights to a process that allows yogurt cultures to remain dormant in powdered form until activated by moisture.

INTERNATIONAL

Argentine cigaret ad ban 56

A proposed government bill banning cigaret and tobacco advertising in Argentina is sending tremors through the advertising community here. The health ministry bill about to be introduced bans electronic media, print and outdoor ads for cigarets and promotions and sponsorships by cigaret marketers.

New Shah paper 56

Eddy Shah, a Londoner of Iranian descent, is launching a new newspaper that will break all the rules London's newspaper industry has lived by for decades. Ad rates will be 75% cheaper than his competitors' and the seven-day-a-week tabloid will be the first newspaper here to use color every day.

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Vol. 56, No. 80—ADVERTISING AGE (ISSN 0001-8899) is published twice weekly except once a week the first week in January, the first week in July, the fourth week in November and the fourth week in December at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691. \$1.25 a copy on Monday, 75¢ a copy on Thursday, \$55 a year, \$100 two years. Add \$143 per year for air delivery to Europe & Middle East. Add \$49 for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; ROGER DI GREGORIO, fulfillment director; HEIDI SCHULTZ, senior circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to circulation department, Advertising Age, 740 Rush St., Chicago, IL 60611 (312) 649-5200.



OTHER NEWS

G.D. Searle & Co.'s NutraSweet Group will spend \$1 million on a November-December print campaign to counter the "bad press" its nonnutritive aspartame sweetener received during the summer. Page 4.

Procter & Gamble has given birth to a new character, Sud-Z Lemon, to introduce a new Joy dishwashing liquid. Page 4.

The Benevolent Dictators: Would she or wouldn't she have made a great president for Foote, Cone & Belding? No one will ever know because Shirley Polykoff never reached that position. The creative force behind Clairol's famous tag lines spent 18 years of her career at Foote, Cone & Belding before starting her own agency. Page 48.

Georgia-Pacific Corp.'s recent announcement that it had completed its acquisition of the Riegel Textile Corp. went virtually unnoticed amid the merger news from larger companies. Yet it means G-P, already the nation's second-largest private-label disposable-diaper marketer, has gained Riegel's Cabbage Patch Kids diaper line, considered the best known private-label disposable diaper. Page 78.

Xerox's award of its direct-marketing account to Marschalk Co. two weeks ago was a source of consternation at many direct-marketing agencies. Unlike its competitors, Marschalk has no dedicated direct-marketing capability. In Direct Marketing. Page 88.

CAMPAIGNS BREAKING

Ralston Purina today breaks tv spots for its Alley Cat, a lower-price cat food. The spots are scheduled to run through Nov. 22, accompanied by on-pack couponing (AA, July 15).

J.C. Penney breaks a network tv campaign Oct. 16 as part of its \$9 million campaign for its Best of Britain fall fashion promotion from N W Ayer (AA, May 20).

Kitchens of Sara Lee today breaks 30-second tv spots introducing its Bagel Time bagels, themed "Eat 'em slow." On-pack coupons and radio, via Foote, Cone & Belding, also support (AA, July 15).

COMING THURSDAY

Good creative isn't easy. It just appears that way when the results are strikingly successful, as they have been at W.B. Doner & Co., Southfield, Mich., consistently the most honored shop in the Detroit area, the third-largest advertising market (based on billings) in the country.

Special Report: While direct response enters new fields and reaches new creative heights, alternative media fall flat.

Calvani to head FTC for interim

WASHINGTON—The Federal Trade Commission was placed under a caretaker regime last week, with Republican FTC commissioner Terry Calvani, an antitrust law specialist, as acting chairman.

The departure of FTC chairman James C. Miller III to his new post as chief of the federal Office of Management & Budget (AA, Oct. 10) also triggered an exodus among top Miller aides at the commission who opted to join Mr. Miller at OMB.

The departures stripped FTC's bureau of consumer protection (responsible for ad regulation), competition and economics of their directors, allowing the next FTC chairman to install his own team.

Mr. Calvani is not expected to disturb the policies established by (Continued on Page 102)

'SI' eyes expanded franchise

By STEWART ALTER

NEW YORK—Time Inc.'s Sports Illustrated has begun to look into opportunities for starting up (or acquiring) magazines, or otherwise extending the magazine's "franchise" into other media. In an unusual step, the work is being done by a group separate from parent Time Inc.'s magazine development staff.

One of the projects is said to be a health and fitness publication aimed at women and scheduled to be put into test in January.

An SI spokesman, while confirming that the publication was looking into magazine development and acquisition, maintained it was "a little premature." (Continued on Page 106)

West Coast news

Bankers deposit with FCB

First Interstate Bank of Nevada named Foote, Cone & Belding, Los Angeles, to handle its \$1 million account, which had been at N W Ayer, Los Angeles, for 14 years. The fourth-largest bank in the First Interstate system joins First Interstate of Arizona, California, Denver and Oregon at FCB, which also represents the bank holding company, First Interstate Bancorp. First Interstate of Washington, the only affiliate not represented by FCB, continues with (Continued on Page 102)

Polaroid heavies up in 4th quarter

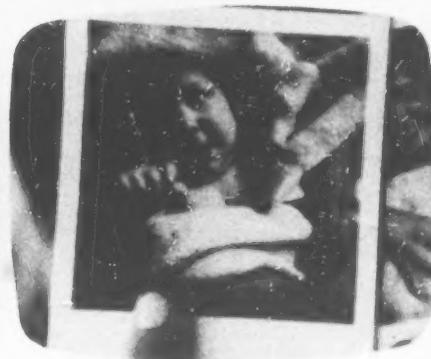
By LISA E. PHILLIPS

NEW YORK—Polaroid breaks an estimated \$20 million tv and print campaign on Oct. 20 that focuses on the benefits of instant photography rather than on cameras.

The new tag line, delivered by actor Martin Sheen at the end of every tv spot, tells consumers their Polaroids "do what no other kind of camera can do."

That's a creative and strategic shift away from Polaroid's ads of recent years. Last year's fourth-quarter campaign, traditionally Polaroid's biggest, was strongly tied to a Trans World Airlines promotion that offered a 25% discount on trans-Atlantic airfares with the purchase of a Polaroid camera.

This year's ad spending has been spotty thus far, with only one flight of tv ads running for six weeks last summer. Fourth-quarter spending this year will be up 45% over last year's fourth quarter, said Peter Eichorn, Polaroid vp-North American marketing.



Polaroid, still the market leader in instant photography, breaks its Christmas season promotion Oct. 20. The new strategy focuses on

special events, such as a new baby (above), and is tagged "Polaroid instant cameras do what no other kind of camera can do."

Enthusiasm for the new ad campaign within Polaroid was so strong that "we squirreled away our quarters from the rest of the year to put behind this campaign," said Frank Nolan, acting vp-advertising.

The new, use-oriented strategy

and heavy ad spending come at a critical time for Polaroid because the company plans to introduce a new instant photography system next spring. Mr. Eichorn would say only that the new camera will be on sale in retail stores in the first half of 1986, and that it would be

positioned as a higher price, higher-end camera than its current top model, the 680.

Troubled in recent years by a decline in camera sales, Polaroid had flat sales in the first half of 1985. But according to a recent Gallup poll and an internal study

of dealer inventory, instant camera and film sales should pick up for the Christmas season, Mr. Eichorn said.

A 60-second spot in the fall campaign, via Ally & Gargano, features the pounding beat of the (Continued on Page 103)

Solin name cut from shop title

By STEWART ALTER

NEW YORK—Altschiller Reitzfeld Solin has been renamed Altschiller Reitzfeld following the departure of partner and president Darrol Solin.

Chairman David Altschiller cited "real philosophical differences as to the future direction of the agency" as the reason for Mr. Solin's departure.

In a separate phone conversation, Mr. Solin did not dispute Mr. (Continued on Page 101)

World News Roundup

TORONTO—New formula Coke outsold Classic Coke two to one during its first two weeks of distribution in Ontario, according to Coca-Cola Ltd. Classic was introduced in Canada Sept. 21.

BARCELONA—J. Walter Thompson Co. acquired GDD, a Spanish agency with 1984 billings of \$12.3 million.

HERZOGENAURACH, W. GERMANY—Adidas will take its first step into global advertising in November, with a print campaign in Europe and the U.S. followed by a tv campaign. Young & Rubicam handles.

MUEHLHEIM—Pepsi-Cola signed an agreement with Tengelmann Group to open 40 Pizza Hut restaurants in Germany by 1988.

MONTREAL—A joint federal and Quebec provincial government review committee recommended that stringent laws prohibiting advertising to children under 14 in Quebec be relaxed. The report (Continued on Page 56)

U.S. shops on prowl—Page 56

Personals classified as daily profit makers

By WILLIAM F. GLOEDE

To most daily newspaper readers, the "personal" column in the classifieds is a meetmarket for one-man bands and party clowns, separated by an occasional invocation to St. Jude.

Newsday, Times Mirror Co.'s Pulitzer Prize-winning tabloid that circulates throughout Long Island and in New York City, is finding that romance in the personal columns can both increase readership and contribute to the bottom line.

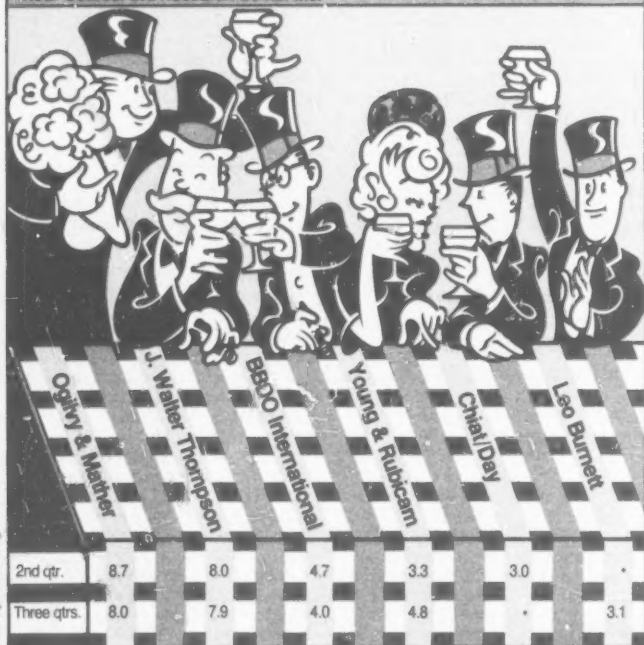
Personal ads, once the province of alternative weeklies like New York's Village Voice, regional magazines and the New York Review of Books, are slowly making their way into the daily newspaper as publishers react to the increasing number of singles.

In the last 12 months, several major dailies—and a raft of smaller ones—have begun mining the personals market, which is populated with young, upwardly mobile people who are among the least frequent readers of daily newspapers. Among the dailies jumping on the (Continued on Page 103)

AGENCY WATCH

Which agency's best?

Response by company ad directors to question, "Based on your experience and the experience of your peers, and regardless of size, which ad agency, in your opinion, provides the best overall services and products to its clients?" Up to three responses were allowed. *Not among leaders during period. Source: SRI Research Center Inc.



JWT, Ogilvy still on top But Chiat/Day turns up as 'hottest'

By JOSEPH M. WINSKI

After three quarters of polling, J. Walter Thompson USA and Ogilvy & Mather remain deadlocked as the best of the nation's advertising agencies, according to Agency Watch, a survey of company ad directors.

The two agencies could hardly be closer.

In the April-June quarter, the latest period for which results are available, Ogilvy & Mather was named best agency by 8.7%, or 26% of the 300 ad directors questioned. JWT was named best by 8.0%, or 24 ad directors.

And in the cumulative totals for the three quarters from October, 1984, through June, 1985, just one vote separates the two agencies. Ogilvy & Mather received 72 mentions, or 8.0% of the total; JWT received 71 mentions, or 7.9% of the total.

Agency Watch is a quarterly survey conducted for ADVERTISING AGE by SRI Research Center of Lincoln, Neb. In each survey period, the research company questions a random sample of 300 ad

directors of companies with \$25 million or more in sales that are based in one of the 20 largest U.S. markets.

Stories based on the survey will be published at least twice a year. Highlights of the first survey, conducted in the last quarter of 1984, were published in AA's 1985 Agency Income issue (AA, March 28).

Respondents are asked the question "Which ad agency, regardless of size, provides the best over-all services and products to its clients?"

They are allowed to respond with the names of up to three agencies. Each mention is counted as one vote, whether it is the respondent's first answer or not.

JWT and Ogilvy have ranked No. 1 and No. 2 in each of the three surveys to date, and stand well above the rest of the field, as far as the ad directors are concerned. BBDO International was No. 3 in the most recent quarter with 4.7% of the mentions.

In the three-quarter totals, Young & Rubicam was No. 3 with 4.8% of the mentions.

Rounding out the top five in the latest survey were Young & Rubicam (3.4% of mentions) and Grey Advertising and Chiat/Day (tied with 3.0%).

In the three-quarter totals, BBDO International was No. 4 with 4.0% of the mentions and Leo Burnett USA No. 5 with 3.1%.

Ad directors also are asked to name the first agency that comes to mind. JWT wins handily in this measure, with an awareness score more than twice that of any other agency.

In the latest quarter, JWT was named as coming first to mind by 29.7% of the respondents, compared to 13.0% for No. 2 BBDO, 11.3% for No. 3 Young & Rubicam, 10.3% for No. 4 Ogilvy and 7.7% for No. 5 Grey.

The cumulative awareness rankings for the three quarters were JWT (26.6%), Ogilvy (13.2%), BBDO (12.1%), Young & Rubicam (11.5%) and Doyle Dane Bernbach International (8.0%).

Ironically, given their obvious belief in the power of advertising, agencies apparently do little self- (Continued on Page 92)

Shop salary survey under way

NEW YORK—You can put a price tag on creativity and it's called salaries and incentives.

ADVERTISING AGE, in cooperation with Cole Surveys, Boston, the leading compensation survey company, has begun mailing out questionnaires for its first Survey of Advertising Agency Compensation. When published in January, the report will contain accurate statistics on how much the top creative and managerial talents in the industry are paid, arranged by national, regional and size groups. Pay differentials will be shown by organizational types, including multiunit headquarters, independent single-unit agencies, subsidiary agencies and branch office operations.

With more than 20 years' experience in conducting compensation studies, Cole Surveys is a subsidiary of Wyatt Co., a worldwide compensation and benefit consultant company. In 1985, more than 2,000 organizations, including the 100 largest commercial banks, have entrusted Cole with their data and participated in its surveys.

Cole's advertising survey will seek base salary and incentive information on the 10 highest-paid executives at an agency, ranked from highest to lowest on the basis of Dec. 31, 1984, base salaries. The survey also will include base salary data as of Oct. 1, 1985, for the same 10 people.

Positions included in the survey are: CEO II-independent; CEO I-subsidary; president-chief operating officer; branch office manager; exec vp; chief financial officer; traffic manager; creative director; associate creative director; senior art director; senior copywriter; media director; associate media director; broadcast production manager; print production manager; public relations manager; director of account management; senior account exec. and market research manager.

Data also will include compensation of managers who are not among the 10 highest paid but perform duties in one of the described positions. Financial data collected on each agency are used to categorize (Continued on Page 163)

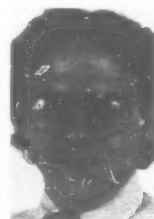
Hume to head Chi. bureau; 2 promoted

CHICAGO—Scott Hume has been named Chicago bureau chief of ADVERTISING AGE. Mr. Hume has been serving as acting bureau chief since last April, when his predecessor, Sarah Moran, began maternity leave.

Ms. Moran is rejoining the Chicago AA staff as a senior editor with new responsibilities for expanding coverage of retail news and features into a new national format.

Working with her to expand retail coverage is New York-based senior reporter Pat Sloan, who has been promoted to senior editor. She will continue to spearhead retail coverage from New York, where she reports on national retail trends and retailers in the Northeast, and in addition will continue to cover cosmetics and fashion.

Mr. Hume, who joined AA in April, 1983 as a reporter, previously served with Cahners Publishing Co.'s Restaurants & Institutions as senior editor and as editor of a weekly newsletter, "Chain Marketing & Management." In his new post, he will continue to report on the



S. Hume

fast-food and domestic beer industries. Mr. Hume holds a degree in English literature from Denison University, and a master's degree in English literature from the University of Chicago.

Ms. Moran, a business reporter for the Chicago Sun-Times who developed into the newspaper's leading retailing reporter, joined AA as Chicago bureau chief in July, 1984. From 1979 to 1982, she served as an associate editor of the "Kiplinger Washington Letter" and contributing editor to *Changing Times*. Ms. Moran earlier served as the editor of "Postal World," associate editor of McGraw-Hill's "Inside D.O.E.," covering the oil industry, and editor of "Fuel Oil Week" and "U.S. Oil Week" for Observer Publishing. She is a graduate of Duke University.

Ms. Sloan joined AA as a reporter in October, 1977, from Fairchild's *Daily News Record*. At the



S. Moran



P. Sloan

Fairchild daily from March, 1975, until joining AA. Ms. Sloan served as copy editor, men's grooming editor and men's accessories editor. She is a graduate of the University of Missouri. At AA, she has specialized in coverage of retailing, cosmetics, fragrance and fashion. #

CORRECTIONS & CLARIFICATIONS

- Marschalk Co., San Francisco, not Houston, is the agency for Del Monte USA, San Francisco (AA, Sept. 30, P. 91).
- Linage figures for W were omitted from the September Consumer Magazine Ad Linage report (AA, Sept. 23, P. 34). Updated figures should read: Sept., 1985—163.3; Sept., 1984—143.7; Year-to-date, 1985—965.3; Year-to-date, 1984—956.8.
- The photograph of the Willie Bear Gummy Bears incorrectly was identified as belonging to the Foreign Candy Co., Hull, Ia. The Willie Bear brand is marketed by C&J Willenborg Inc., Ramsey, N.J. Foreign Candy markets the Black Forest brand (AA, Sept. 12, P. 8).
- J. Walter Thompson USA, San Francisco, is the advertising agency of record for the Embarcadero Center retail development, San Francisco. The agency was incorrectly reported to be the Los Angeles office of JWT USA (AA, Sept. 30, P. 92).
- J'Roget L'Orangerie, a bottled mimosa cocktail from Canandaigua Wine Co., Canandaigua, N.Y., is made with J. Roget champagne, orange juice and triple sec flavoring, not the liqueur (AA, Aug. 26, P. 1).
- French advertising agency Publicis S.A. is a privately held company, not a state-run agency (AA, Sept. 30, P. 52). #

What's

in Boston?

The Boston Herald!

Everything's UP but our CPM's!

Readership . . .
UP 35% daily/25% Sunday!

College Grads . . .
UP 28% daily/6% Sunday!

Professional/Managerial . . .
UP 55% daily/48% Sunday!

Household Income \$35,000+ . . .
UP 28% daily/16% Sunday!

Own Residence . . .
UP 41% daily/34% Sunday!

Supermarket Expenditure \$100+/wk . . .
UP 115% daily/100% Sunday!

Total Advertising . . .
UP 19%!

Now The Boston Herald gives you more total audience and readership in the important demographic areas you need to reach. National advertisers can get that "local" feeling! Call Jim Blinn, Vice President/Advertising at (617) 426-3000 and ask about our preferred position package that gives you 45% off existing national rates. Shouldn't you be buying The Herald? You'll be in good company!

The Boston Herald!

Represented nationally by Branham Newspaper Sales.

Sources: Simmons-Scarborough and Scarborough Newspaper Studies, 1984/1985.
New England Newspaper Association Linage Reports, June 1984, 1985.

Here's Ryan...

News Editor Ryan Mathews coordinates all of the incoming reports from **Grocers' Spotlight's** correspondents and maintains a regular contact with more than forty-five food industry state and local association executives. His annual Legisline Roundup, from all of our nation's state legislatures, is one of **Grocers' Spotlight's** best read features. Ryan Mathews has been a prominent member of our "professionally yours" news team for more than eight years.



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BEST OF PRESS



NOW YOU CAN GET \$250 SUITS FOR ONLY \$99⁹⁹ WITHOUT GOING TO HONG KONG.

SUBWAY

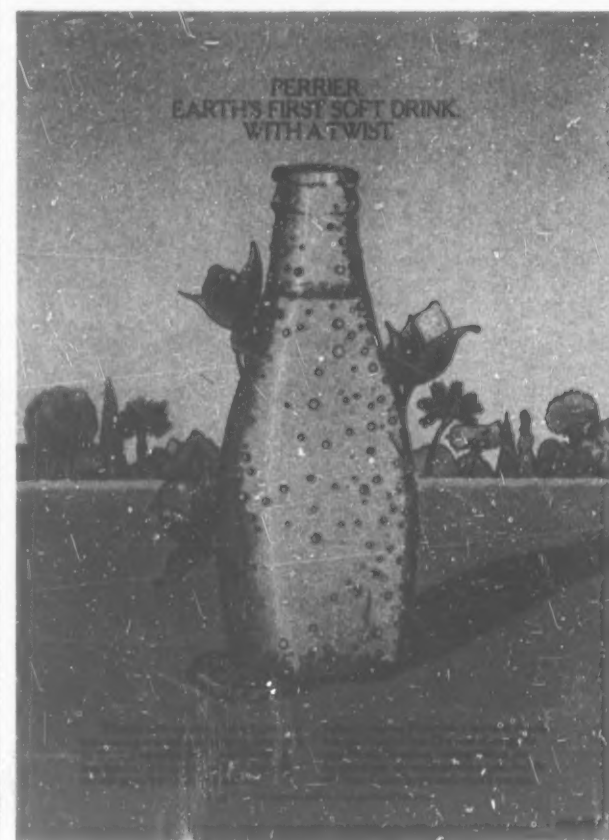
We dubbed this ad "the crying tailor." Its creative use of illustration and headline made this ad from Bartels & Carstens for The Subway in St. Louis a real standout. Art director, David Bartels; copywriter, Donn Carstens; illustrator, Bill Vuksanovich.



Ever Heard Of A Parent Limiting The Time A Child Spends In Front Of A Newspaper?

When it comes to the TV or video screen, parents are quick to set limits. But when it comes to the newspaper, parents are slow to do so. The reason is simple: The newspaper is a source of information, entertainment, and education. It is a source of news, stories, and facts. It is a source of knowledge and wisdom. It is a source of inspiration and motivation. It is a source of hope and faith. It is a source of love and compassion. It is a source of life and light. It is a source of peace and harmony. It is a source of joy and happiness. It is a source of... **THE NEWSPAPER**

This ad, from Westbrook Inc. in Richmond, Va., for Richmond Newspapers, exemplifies that simple line art and a strong headline can drive home a point. Creative director and copywriter, Bill Westbrook; art director and illustrator, Carolyn Tye.



This Milton Glaser illustration for Perrier's new sparkling water caught the judges' eyes and put Waring & LaRosa in the top color spot in this month's Best of Press display. Creative director, Joe LaRosa; copywriter, Francesca Blumenthal; illustrator, Milton Glaser.

FLASH REPORT: Newspaper advertising investment for July

CATEGORIES	YEAR	IN 100 THOUSANDS												IN MILLIONS												DOLLARS		CHANGE	
		1985	1984	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969	1968	1967	1966	1965	1964	1963	1962	1961	1960	1959	1958
Amusements	1985																												
Computer stores & supplies	1985																												
Department stores	1985																												
Food stores	1985																												
Radio, tv, phonographs, records	1985																												
General merchandise stores	1985																												
Alcoholic beverages	1985																												
Cameras, photo supplies & services	1985																												
Computers, equipment & services	1985																												
Public service utilities & telecommunications	1985																												
Publishing & media	1985																												
Cigars	1985																												
Airlines	1985																												
Passenger cars-new	1985																												
Banks & trust companies	1985																												
Stock, bond & investment houses	1985																												

This Flash Report of newspaper advertiser investments, compiled for Advertising Age by Media Records, is derived from tabulations that cover 29 dailies and 23 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Cincinnati, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown.

Source: Media Records Inc.

Summer doldrums hit papers

By WILLIAM F. GLOEDE

New York—The traditional summer slowdown in advertiser spending in daily newspapers was particularly pronounced in July as advertisers in 10 of 16 major categories cut spending from July, 1984, levels, according to the Advertising Age Flash Report of Newspaper Advertising Investments prepared by Media Records.

Total spending in 16 measured categories in 15 major markets fell by roughly \$3 million in July compared with the same month last year, with total spending coming in at \$202.7 million.

Among the six advertiser categories posting gains were food stores, up 18.5% to \$26.7 million; radio-phonographs and records retailers, up 10.8% to \$15.1 million; new passenger-car sellers and marketers, up 32.6% to \$13.8 million; amusements advertisers,

up 6.3% to \$28.4 million; airlines, up 7.4% to \$8.4 million; and stock, bond and investment houses, up 33% to \$1.7 million.

Losing retail categories included department stores, down 5.1% to \$54.8 million; general-merchandise stores, down 5.4% to \$26.5 million; computer stores and supplies, down 16.3% to \$3.6 million; and, in the financial category, banks and trust companies, a drop of 29.5%, decreasing to \$4.9 million.

Among the general categories posting declines were alcoholic beverages, down 26.4% to \$1.6 million; cameras, photo supplies and services, down 41.7% to \$457,728; computers, equipment and services, down 68.8% to \$1.3 million; public service utilities and commissions, down 22.5% to \$4.4 million; publishing and media, down 25.8% to \$6.4 million; and cigars, down 17.7% to \$4.5 million.

ANNOUNCING THE FIRST SPACE ADVENTURE FILMED ENTIRELY ON LOCATION.

This arresting reverse headline set against the night sky made this Ogilvy & Mather ad for the American Museum of Natural History in New York stand out. Creative director, Tom Rost; art director, Paul Scolaro; copywriter, Tony Gomes; illustrator, Mark Tocchet.



Dancer Fitzgerald Sample, New York; tailored this ad for General Mills' Yoplait to the medium in which it was presented, the New York Times' "Science Times" section. Creative director, Stanley Becker; copywriter, Jill Danenberg; art director, Nina Salzberg; photographer, Larry Robins.

Best of Press selections are made by a committee of three: Hank Simons, vp-creative director of the Newspaper Advertising Bureau; James Dunaway, vp-information at the bureau, and William F. Gloede, Advertising Age's newspaper industry reporter. National System Inc., St. Louis, provides tear sheets to the Newspaper Advertising Bureau for much of this work. Agencies, clients and newspapers are invited to submit ads for review. Submissions should be sent to Mr. Gloede at AA's New York bureau.

CATEGORY REVIEW: YOGURT

To-FITNESS hopes for instant yogurt success

By JULIE FRANZ

In a market overrun with new products and line extensions, making an impact on the nearly \$1 billion yogurt industry is no easy task. But To-FITNESS Inc., a Miami-based health food marketer, hopes to do it in an instant.

To-FITNESS has gained exclusive U.S. rights to a process that allows yogurt cultures to remain dormant in powdered form until activated by the addition of moisture, much like powdered yeast is activated by warm water.

The company intends to market three brands based upon the patented process—Instant Culture, a yogurt shake; Jet Set yogurt, and To-FITNESS Frozen Yogurt. All are powdered yogurt products that can be mixed with either milk or water.

Willa Rose Abramson, To-FITNESS president, cites instant coffee as an example of what the product can do for the yogurt market, which has been growing at a 14% pace yearly. Instant coffee has garnered 40% of the coffee market and acted as a catalyst to growth.

Jet Set powdered yogurt's 14-flavor line will begin testing in southeastern markets in January. But the product may have several obstacles to hurdle in gaining significant market share. Consumers may perceive the product as something suited for survivalists or campers. Like powdered milk, powdered yogurt may have to battle doubts that it tastes as good as the "real" thing.

The company's marketing plan addresses both problems, said Ms. Abramson. All To-FITNESS products, which include tofu, pasta and whole grain/seed bread, must pass three tests. "First and foremost, they have to taste great," she said. "Then they have to be high in nutritional value and low in calories."

To-FITNESS is banking on an aggressive, in-store, taste-testing program to get Jet Set yogurt and Instant Culture off the ground.

Advertising for the brands, now in the works, will stress the products' active yogurt cultures, which

Shares of the yogurt market

Dannon and Yoplait yogurts continue to battle it out for the lead against pressure from heavy-hitting marketers like Beatrice Cos. and Kellogg. Time Inc.'s Selling Areas-Marketing Inc. reports dollar sales of refrigerated yogurt hit \$552.5 million in 1984, up 23.4% over \$448 million in 1983. In 1985, sales are now at \$576 million. Source: 'A.C. Nielsen Co. and *Leading National Advertisers

Brand	Share ¹	Ad spending (\$) ²	Agency
Dannon	25.2	5.7 million	Saatchi & Saatchi/Compton and HCM
General Mills' Yoplait	14.5	13.3 million	Dancer Fitzgerald Sample
Kraft Light & Lively and Breyer's	8.0	4.4 million	Geers Gross
Kellogg's Whitney's	2.0	1.4 million	Leo Burnett USA
Beatrice's Mountain High	2.0	1.0 million	Bozell & Jacobs



Dannon introduced its Hearty Nuts & Raisin flavor in mid-1984. Yoplait, meanwhile, is trying to strengthen its brand name with a campaign linked to the French



language. The Beatrice entry, Mountain High, holds a 2% market share nationally, but as much as 8% in its key markets.



aid in digestion.

The process upon which the products are based, developed at Israel's Ben Gurion University, overcomes the problem of keeping yogurt cultures active through pasteurization and dehydration, Ms. Abramson said. Powdered yogurt will have an indefinite shelf life and, because Jet Set can be mixed with water, it's good for consumers allergic to lactose, a substance found in milk, she added.

The company hopes to garner a 2% share by the end of next year, said Ms. Abramson; she expects powdered yogurt to expand the

market rather than grab share from other marketers. Richard Rosen Co., Miami, handles the account.

The competition has been careful in its reaction to powdered yogurt. "The success of any yogurt product depends on its quality and taste," a General Mills' spokeswoman said. Kellogg's Whitney's Foods doesn't consider powdered yogurt competition to ready-made yogurt, much like powdered and fluid milk aren't considered to be competing for the same dollar, a spokeswoman said.

"A powder conflicts with yogurt's all-natural image," said a Dannon spokesman. Powders "just don't seem to be all that good for you." For example, active cultures aside, yogurt and powdered chocolate drink mix in milk have relatively the same nutritional value, he said. "But you don't see people wolfing down chocolate milk for its nutritional value."

To keep up with the Dannon and Yoplait, however, To-FITNESS is developing a powdered yogurt product with dried fruit

that will retain its indefinite shelf-life. "We're about 95% sure we'll be able to do this," Ms. Abramson said.

Trying to shore up its leading position in the yogurt market, Dannon Milk Products this year has introduced Dannon Supreme, reformulated its Dannon Y.E.S. into Dannon Extra Smooth, and started selling its Dannon regular in a perforated four-pack package.

The company also boosted its advertising budget and streamlined its distribution system to neutralize the pressure exerted by Yoplait, General Mills' yogurt entry and the market's second-leading brand.

Dannon leads the market with a 25.2% share; Yoplait has a 14.5% share, down from 16.1% earlier this year. Kraft's Lite & Lively and Breyer's brands combined hold an estimated 8% share, sources say. Kellogg's new Whitney's brand has a 2% share nationally, but is distributed in only seven markets. Beatrice's entry, Mountain High, nationally holds about a 2% share while capturing as much as 8% in some of its 11 markets, sources say.

Regional and store brands complete the remainder of the market.

Time Inc.'s Selling Areas-Marketing Inc. reports \$552.5 million in refrigerated yogurt sales in 1984, 23.4% above the 1983 sales mark of \$448 million. Thus far in 1985, sales have hit \$576 million, SAMI reports. (SAMI does not track direct-to-store delivery, where Dannon is particularly strong; its figures also exclude frozen yogurt and yogurt drinks.)

The market made its largest sales jump between 1980 and 1981, when refrigerated yogurt volume climbed 38% to \$298.5 million. While part of the increase can be attributed to inflation, the boom in "health" food started then, an industry source said.

The steady 14% growth of the yogurt market should continue, since sales are driven by consumer concern over wholesome foods, ready-to-eat items and rising prices of fresh fruit, vegetables and other healthy snacks, a Dannon spokesman said.

New-product introductions, sparked by more sophisticated processing methods, also will boost yogurt consumption, he added.

Dannon Supreme combines Dannon Extra Smooth, formerly Y.E.S. (yogurt extra smooth), and regular yogurt to make a richer, sweeter product, the Dannon spokesman said. The new product is flavored but also has fruit on the bottom. Ads call it "Yogurt good enough to be dessert."

Ad copy for the renamed Dannon Extra Smooth, a premixed product, says: "What we created turned out to be so extra smooth and creamy, we finally had to call it the way it is." Once the product is fully introduced, Dannon will drop the Y.E.S. initials from packaging all together, the spokesman said. Both products are getting print and tv from Saatchi & Saatchi/Compton, New York. HCM, New York, handles Dannon regular.

In an effort to cut costs, Dannon is reducing its fleet of store-delivery trucks while increasing distribution through traditional warehouse channels, a source said. Dannon nearly has stopped direct delivery in southeastern markets, where its market share is lower than elsewhere, he added.

The move also will boost Dannon's numerical share of the market and increase the total market size, since its direct-to-store delivery system wasn't tracked by SAMI and other market share services. Dannon declined comment. (Continued on Page 76)

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ORGANIZE AND PROMOTE YOUR BUSINESS WITH QUALITY PRODUCTS *FREE 1-COLOR IMPRINT INCLUDED



\$1.20* 1" Ring binders
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Yogurt

(Continued from Page 74)
on the subject.

The company boosted its measured media budget by 24% to \$5.7 million in 1984, up from \$4.6 million a year earlier, according to Leading National Advertisers. Dannon said those figures are "grossly understated" but wouldn't divulge its actual budget. For first-quarter 1985, Dannon spent \$2.0 million, mostly in network, spot and cable tv. The LNA figures neglect to account for any magazine ads, which Dannon relies on heavily,

the company said.

General Mill's Yoplait has been playing tit-for-tat with Dannon since the brand went national in 1977. Yoplait beat Dannon to market with its Breakfast Yogurt, a product with fruit and nuts mixed in, introduced in 1983. Dannon introduced Hearty Nuts & Raisins in mid-'84. The two also are battling it out with flavored yogurts that also have fruit on the bottom—Dannon's Supreme and Yoplait's Fruit-on-the-Bottom.

French Lesson

Yoplait is trying to strengthen the brand name with a campaign themed "Let Yoplait teach you

French." Print ads, via Dancer Fitzgerald Sample, New York, translate a cowboy's and a sunbather's garments, expressions and yogurt into French. Tv spots feature people bursting into French after eating Yoplait.

Yoplait's 1984 ad budget jumped 77% to \$13.3 million from \$7.5 million in 1983, according to LNA figures. The company is spending at the same rate in 1985, sources say.

Yoplait isn't the only heavy hitter taking jabs at Dannon's market position. Food marketing giants Beatrice Cos. and Kellogg Co. entered the market last year while Kraft continues to be a threat with its Light & Lively and Breyer's

brands.

Kraft seems to be relying more on its Light & Lively brand than the Breyer's brand, which is distributed heavily in the Northeast. Light & Lively, in perforated six-packs, has been dipping into Breyer's sales in those markets, though, industry sources said.

Breyer's share began slipping late last year when it converted to a 6-oz. from an 8-oz. package without offering a price break, according to one industry executive. Breyer's was trying to capture the attention of yogurt snackers, he added.

But an industry analyst says the strategy "blew up in their faces" as

consumers proved their price sensitivity. Luckily, some of Breyer's sales went to Light & Lively, so Kraft didn't lose too badly. Light & Lively's multipack concept boosted sales when first introduced 18 months ago, but the concept is too easily imitated, as seen by Dannon's introduction of the Dannon regular four-pack, he added.

While Kraft wouldn't comment on its strategy, a spokesman said it's not planning to discontinue the Breyer's brand. The brand gets about \$1.5 million in spot tv support and Kraft doesn't plan to change the budget significantly, the company says.

Kraft will continue its "Stock a stack" tv and print campaign for Light & Lively, via Geers Gross, New York, the company says.

Whitney's gaining

Kellogg has made a big splash with its Whitney's brand, quickly capturing strong market share in some of its seven markets, said Whitney's Foods president Mike Wolfe. The brand's high-quality, custard-like consistency will bring new consumers to the category, he believes. Whitney's has a national share of 2%, but the brand is grabbing 8% to 10% of the market in its "more mature markets," Mr. Wolfe said.

Roughly 30% of the population consumes all the yogurt in the U.S., Mr. Wolfe said. Focused new products, such as multipacks and breakfast yogurts, brought in new consumers in the past and future growth will come from constantly refining existing products, he added.

There's no telling when the yogurt market will top out, the Dannon spokesman said. Americans now consume an average 1.8 lbs. of yogurt a year, while European consumption is 10 to 12 times greater. #

Guess who's missing.

To reach the microcomputer market, the correct answer could very well be the solution to your media selection questions.

Who are we? The Fall '85 MRI report should reveal who we are and just how effective we can be in marketing your microcomputer products to businesses, large and small.

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NO. 58 ★ ★ ★

What's News—

Aluminum Production

The Outlook

Battle of the Bush

Old-timers sweet on ice cream

By NANCY GIGES

STAMFORD, CONN.—The greatest per capita consumption of ice cream occurs among Americans 55 years and older, according to a study on frozen sweets by MRCA Information Services.

The average American eats ice cream at home 41 times per year, but the older group averages 56 times annually—even more than children aged 6 to 12, which average 43 times a year.

The group that eats ice cream least often at home are the 18-to-34-year-olds, averaging only 29 occasions.

According to David Fencel, publisher of the study, eating dessert at home has been declining steadily for years. Ice cream consumption has declined 2% per year since 1977, but premium and all natural ice creams have stemmed some of the erosion, he said. Last year consumption of premium ice cream rose 38%.

Among other findings in the study are that vanilla ice cream is 2.5 times more popular than the runner-up flavor, chocolate; men eat ice cream at home nearly 10% more often than women; consumption of frozen pies fell by 16% last year and frozen cakes 20%.

On the up side, consumption of frozen croissants was up 161%; frozen gelatin bars up 344%; frozen juice bars up 72%; frozen pancakes up 41%, and ice cream sandwiches up 38%. #

AGENCY WATCH

Watch

(Continued from Page 3)

advertising that creates an impression: Of the ad directors questioned in the three quarters, 69% said they hadn't seen recently or couldn't remember seeing any ads or promotions for ad agencies.

Only two agencies—JWT and Ogilvy—did house advertising that was remembered by more than 2% of the respondents. JWT advertising was mentioned by 8% of the ad directors and Ogilvy advertising for itself was mentioned by 3%.

For the third straight quarter Chiat/Day was named most often as the industry's "hottest, up-and-coming" agency, receiving even more mentions (8.7%) in the latest quarter than it did in the previous two quarters. Fallon McElligott Rice (4.6%) remained second, while Saatchi & Saatchi Compton Worldwide (2.6%) broke into the top three among the hottest agencies for the first time.

Another agency that seems to be attracting attention is Grey Advertising. Its awareness score jumped to 7.7% in the third quarterly study, good for No. 5 among all agencies, from less than 3% in each of the first two survey periods.

Moreover, Grey made impressive gains in four of the six criteria in which ad directors were asked to name best agencies. It moved to No. 2 in media planning and buying, to No. 3 in account executives, to No. 3 in research and to

Additional information is available from Gary Gabelhouse, SRI Research Center, 301 S. 68th St., Lincoln, Neb., 68510. Phone: (402) 489-0351.

Which agency first comes to mind

Response by company ad directors to question, "When I mention advertising agencies, which single advertising agency first comes to mind?" Up to three responses were allowed. Source: SRI Research Center Inc.

Agency	2nd quarter	Three quarters
J. Walter Thompson	29.7	26.6
BBDO International	13.0	12.1
Young & Rubicam	11.3	11.5
Ogilvy & Mather	10.3	13.2
Grey Advertising	7.7	*
Doyle Dane Bernbach	*	8.0

*Not in top five.

a tie for No. 4 in top management. The agency previously had received 2% or less of the mentions and had failed to rank among the top five in each of these categories.

Grey is in the second year of a five-year program to upgrade its creative image and also has launched an ambitious expansion plan (AA, Jan. 21, et seq.). Grey's rank in creativity has improved slightly since the first survey, but still isn't among the leaders in that attribute.

Asked to assess the importance of the six criteria, the ad directors ranked them in the same order in all three surveys: Creativity (termed very important by 91% of the total respondents in the three surveys), account executives (79%), media (68%), top management (56%), marketing (39%) and research (39%).

In the latest survey, JWT ranked No. 1 in account executives, media, top management and research. Ogilvy was No. 1 in marketing and tied with Chiat/Day for No. 1 in creativity.

Asked to volunteer reasons why they named a particular agency best over-all, the ad directors most frequently cited past satisfactory experience with the agency or its reputation and awards. However, the ad directors applied certain key reasons significantly more to some agencies than to others.

For example, Young & Rubicam, No. 3 in the cumulative "best" rankings for the three quarters, was named more often than other agencies for its reputation/awards and general experience, while respondents named BBDO more often because of their satisfactory past experience with the agency. Understanding of the client's business was cited more often for JWT; quality of staff was cited more often for Ogilvy.

In all three survey periods, the ad directors said lack of knowledge about the client's business was the most important weakness at agencies generally, followed by agency shortcomings in controlling and estimating costs.

Agencies continue to prowl for

Which agency's best at

Response by company ad directors to question, "Which agency, in your opinion and from your experience, regardless of size, is the best agency for the following attribute?" Interviewers then named the six attributes below. Source: SRI Research Center Inc.

CREATIVITY

1. (tie) Ogilvy & Mather
1. (tie) Chiat/Day
3. J. Walter Thompson

ACCOUNT EXECS

1. J. Walter Thompson
2. Ogilvy & Mather
3. Grey Advertising

MEDIA

1. J. Walter Thompson
2. Grey Advertising
3. (tie) Ogilvy & Mather
3. (tie) BBDO International

TOP MANAGEMENT

1. J. Walter Thompson
2. Ogilvy & Mather
3. BBDO International

MARKETING

1. Ogilvy & Mather
2. J. Walter Thompson
3. Young & Rubicam

RESEARCH

1. J. Walter Thompson
2. Ogilvy & Mather
3. Grey Advertising

business: Of the ad directors in the most recent survey, 62% said they had been approached by an account-hunting agency within the previous three months. But many

of the overtures were less than impressive: Forty-seven per cent of those approached said the quality of the contact was only fair or poor.

MEDIAMOVES

'Life' celebrates 50th anniversary

NEW YORK—Events planned to celebrate *Life's* 50th anniversary next year include a fall prime time ABC News special, a book and a special 13th issue in November, 1986. In addition, retrospectives will run in every regular monthly issue.

Publisher Charles Whittingham expects the special issue, with perfect binding, to be *Life's* largest ever, topping 300 pages; circulation will be 2 million, 500,000 above the current rate base.

NBC

NBC-TV has recaptured two former affiliates: KOMU-TV, Columbia, Mo., and KCEN-TV, Waco/Temple, Tex., both previously at ABC; they replace KCBJ-TV and KXXV-TV, respectively.

Harcourt Brace Jovanovich

Harcourt Brace Jovanovich, Cleveland, has ceased publication of *Quick Frozen Foods* following the monthly's October issue. The publication had a mostly nonpaid circulation of 21,223. Three editorial staffers and additional sales personnel were dismissed.

Marvel Comics Group

Marvel Comics Group, New York, will publish a "Voltron" comics book, starting in December. The comics is inspired by World Events Productions' syndicated cartoon series.

'Gulf Coast Golfer'

Gulf Coast Golfer, Houston, a monthly magazine covering amateur and professional golf in the southern PGA district of Texas

and Louisiana, will increase both circulation and ad rates, effective February, 1986. Circulation rate base will reach 33,000, and ad rates will increase by 5%.

Satellite Music Network

Satellite Music Network, Dallas, will premiere its fifth full-service live radio programming format in November with the airing of "Heart and Soul." The new programming will be approximately 70% classics and 30% currents and re-currents.

Satellite Syndicated Systems

Satellite Syndicated Systems, Tulsa, has purchased two cable tv systems in Holdenville and Okemah, bringing the company's cable holdings to 22 systems serving 22,000 subscribers. Also, Tulsa-based Ann Arbor subscription tv service, IT TV, a subsidiary of SSS, will convert to a fulltime commercial tv station in November, 1985.

'Billboard'

Billboard, New York, has set an Oct. 25 advertising deadline for its special section, the "World of Video Music," keyed to its seventh annual Video Music Conference to be held Nov. 21 to 23 in Universal City, Cal.

'New Home'

A consumer magazine targeted to new-home purchasers, *New Home*, Laconia, N.H., will begin publication in April from Salls-Wright Publishing Group. Advertising rates are \$8,500 for a b&w page and \$12,300 for a color page.

Rate base is 200,000.

'Audio'

The 1985 annual equipment directory published by *Audio*, New York, includes a Yellow Pages section that lists 3,000 stores in the U.S. and Canada according to city and Zip code. The directory also carries 70,000 statistics on 4,000 high-fidelity products in 19 categories and contains 220 ad pages. For more information, contact CBS Magazines, 1515 Broadway, 10036.

'NASA Tech Briefs'

New York-based *NASA Tech Briefs* reports that circulation has increased 25%, to 100,000, from its spring issue. In 1986, the magazine will increase its frequency to every other month, from quarterly. Ad rates will be raised, effective Dec. 1, to \$4,990 for a b&w page, from \$3,990; a color page will cost \$5,840, up from \$4,840.

'PEOPLExpressions'

A new in-flight magazine for People Express Airlines, *PEOPLExpressions*, Miami, has begun monthly publication. With a controlled circulation of 200,000, a b&w page is \$7,590 and a color page is \$10,850.

'Arab Media Book 1985'

Promovente International, London, has published a marketing guide to the Mideast, the *Arab Media Book 1985*, which profiles 550 media in the Arab marketplace. Designed as a source book for planning and executing an advertising campaign in the Mideast, the directory, to be updated an-

nually, costs \$69.95. For further information, contact America Direct Mail Co., 350 Hudson St., New York 10014.

'The Sporting News'

The *Sporting News*, St. Louis, will introduce a design change and a new editorial direction in its January issue. A bolder graphic style will be adopted, including more color photography, graphics and illustrations, and a change from three-column layout to five columns. Editorial focus will expand to include collegiate sports, golf, tennis and auto racing.

'The Advocate'

The *Advocate*, Malibu, Cal., a national gay news magazine, has adopted a standard 8-by-10-in. format to target it as a magazine rather than a newspaper. The every-other-weekly is also planning to expand newsstand distribution and increase national advertising.

'Jewish Week'

Jewish Week, New York, reports it has been accepted as a member of the Audit Bureau of Circulations—with an audited total circulation of 112,693—and is expanding its local reporting coverage in an effort to increase advertising. It will add vending machines with the publication's logo in Manhattan and has just completed a Simmons readership study that places *Jewish Week* readers' median household income at \$55,680.

'New England Living'

New England Living, Worcester, Mass., will change from its 5½-by-8½-in. format to the standard 8½-by-10½-in. trim size with its December/January issue. The issue will contain a special section called

"Ski New England," with an ad close date of Oct. 15. Paid circulation is 78,000; advertising rates are \$1,200 for a b&w page and \$1,700 for a color page.

'Newsweek'

Listing 500 media research studies published during 1950-84, the second Media Research Index has been published by *Newsweek*, New York. The index contains international contributions, journal articles, conference papers and books listed in chronological order by year of publication within a given media category. The book is available for \$10 from the publisher at 444 Madison Ave., 10022.

'New Jersey Monthly'

New Jersey Monthly, Morristown, reports it is accepting nominations until Nov. 30 for its New Jersey Pride Awards. Nine recipients will be recognized for their accomplishments and will be profiled in the May issue. An awards ceremony will be held May 1.

BPA

The Business Publications Audit of Circulation, New York, has added 10 new publications, bringing its total to 1,153. Also, BPA reports its central division Chicago office has relocated to 20 N. Wacker Dr., Suite 770, 60606.

'Creative Ideas for Living'

Creative Ideas for Living, New York, will publish a "Catalog Spring & Summer Showcase" in the February and September issues. The section, in 1/9 b&w page format, carries an ad close date of Nov. 22 for the February showcase and May 22 for the September showcase. A discount is available for advertisers in both issues.

Ad pages in farm publications for 9 months, 1985-84

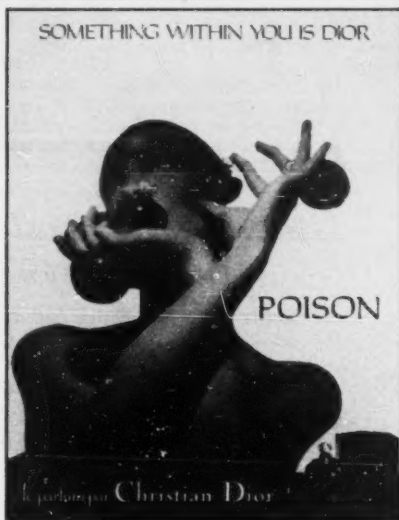
Third-quarter figures for U.S. and Canadian publications reporting to Advertising Age

	Pages			
	July- Sept. 1985	July- Sept. 1984	Jan.- Sept. 1985	Jan.- Sept. 1984
Canadian				
Country Guide				
Eastern Edition	102.3	94.8	381.5	380.5
National Edition	200.9	175.4	741.4	733.4
Western Edition	128.3	129.2	496.9	516.3
Le Bulletin des Agriculteurs	171.0	167.0	657.3	649.0
Total Group	602.5	566.4	2,277.1	2,279.2
% change	+6.4		-0.8%	
Dairy & livestock				
Beef Magazine A.	147.7	195.8	503.6	578.9
Beekeeping	249.9	335.4	487.5	641.6
The Cattleman	—	—	—	—
Colorado Rancher and Farmer	54.5	84.0	250.1	357.7
Dairy Herd Management	49.4	80.1	197.7	347.2
Drivers Journal (52X) A.	166.7	188.0	592.0	786.0
Farm Progress Hog Producer	15.3	18.9	47.3	65.7
Feedlot Management	55.0	64.6	162.8	207.5
Florida Cattleman	213.5	217.6	630.5	675.0
Hoard's Dairyman (23X) A.	147.3	160.0	532.3	596.9
Hog Farm Management	24.6	63.6	113.9	232.3
National Hog Farmer	117.7	160.2	458.3	559.2
Pork '85	76.8	53.8	289.0	222.7
Southern Beef Producer (8X)	53.3	42.7	154.1	122.2
Southern Hog Producer (6X) A.	—	—	—	—
Sunbelt Dairyman (6X)	20.8	18.1	46.5	48.5
Dairy	69.2	—	226.2	—
Western Livestock Journal	—	—	—	—
Weekly:				
Central Edition	61.9	90.4	205.2	295.4
Western Edition	104.1	115.1	274.6	321.7
Western Livestock Reporter/- Monthly News (52X)	77.8	87.7	334.8	376.3
Total Group	1,675.5	1,976.0	5,506.4	6,434.8
% change	-15.0%		-14.0%	
Fruit & vegetable				
American Fruit Grower	106.9	110.0	409.7	403.7
American	—	—	—	—
Vegetable Grower	161.5	136.8	476.1	379.9
Citrus & Vegetable	146.8	143.5	442.4	425.7
Total Group	415.2	390.3	1,328.2	1,209.3
% change	+6.4%		+9.8%	
General farm publications				
American Agriculturist	57.6	67.1	225.2	273.5
Arizona Farmer-Stockman	46.0	68.2	188.3	217.0
California Farmer (21X) A.	88.0	119.3	453.0	498.9
Farm Futures A.	—	—	—	—
Farm Industry News (10X)	74.2	78.2	383.8	387.1
Farm Journal (14X)	74.3	105.6	519.3	618.4
Farm Journal	—	—	—	—
Top Producer Extra	22.2	13.0	127.9	40.0
Florida Grower & Rancher	86.2	56.3	249.8	188.8
Farmer-Stockman Unit:				
Oklahoma Farmer-Stockman	39.8	42.4	120.4	130.2
Texas Farmer-Stockman	32.5	34.2	96.8	114.6
Harvest Publishing Unit:				
Kansas Farmer (21X)	94.6	116.0	428.3	527.1
Michigan Farmer (21X)	141.2	153.1	468.3	491.9
Missouri Ruralist (21X)	106.4	135.4	500.3	557.8
Ohio Farmer (21X)	160.3	189.5	606.2	641.8
Pennsylvania Farmer (21X)	102.7	106.2	393.9	385.9
High Plains Journal:				
Central Kansas (52X)	517.4	514.5	1,587.2	1,749.7
Colorado	509.0	513.6	1,555.2	1,713.4
Nebraska	488.8	507.7	1,518.0	1,698.7
Oklahoma-Texas	530.9	536.5	1,604.2	1,761.9
Western Kansas	552.5	567.6	1,715.2	1,894.7
Irrigation Age (10X) A.	—	—	—	—
Kentucky Farmer	36.3	39.0	221.5	219.0
Lancaster Farming (52X)	1,346.5	1,320.0	4,377.9	4,091.4
Midwest Farm	—	—	—	—
Paper Unit: (24X)				
The Farmer	193.7	234.3	749.4	921.3
Nebraska Farmer	254.7	370.2	923.5	1,162.3
Prairie Farmer A.	245.7	376.7	919.6	1,060.7
Indiana Edition				
Wallaces Farmer (24X) A.	262.9	330.6	903.0	996.7
Wisconsin Agriculturist	169.9	271.8	751.1	920.2
Pecan South (6X)	138.3	206.7	512.0	716.9
Progressive Farmer A.	34.8	18.8	64.5	36.1
Specialized Agricultural Publications:	107.6	121.3	525.9	568.8
Rue Cured Tobacco Farmer (8X) A.	—	—	76.1	101.8
Peanut Farmer (8X) A.	10.5	15.7	85.9	96.0
Successful Farming A.	76.3	93.1	483.2	553.4
Tennessee Farmer	22.5	25.6	121.9	118.1
Western Farmer-Stockman Magazines: (20X)				
Idaho Farmer-Stockman	72.7	103.6	387.8	485.6
Montana Farmer-Stockman	122.6	149.9	607.7	694.7
Oregon Farmer-Stockman	63.9	76.7	317.2	356.3
Texas Farmer-Stockman	32.5	34.2	96.8	114.6
Utah Farmer-Stockman	60.1	71.6	293.6	314.5
Washington Farmer-Stockman	68.0	86.3	336.7	385.6
Total Group	7,044.1	7,870.5	25,496.6	27,805.4
% change	-10.0%		-8.0%	
Poultry				
Broiler Industry	117.5	98.2	414.2	386.2
Poultry Digest	54.8	48.3	151.4	141.1
Poultry Tribune	49.9	58.6	160.2	200.1
Poultry & Egg News:				
Southeast Edition	—	—	—	—
Southwest Edition	—	—	—	—
Northeast/Midwest	—	—	—	—
Pacific Edition	—	—	—	—
Poultry & Egg Mktg.	—	—	—	—
Total Group	222.2	205.1	725.8	727.7
% change	+0.8%		0%	

(X) Represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional lineage included but prorated to circulation of regional editions.

Pretty Poison

Exotic use of shadow and rich purples characterize this print campaign for Christian Dior's Poison perfume running in French fashion magazines, including *Elle*, *Cosmopolitan*, *Marie Claire* and *Vogue*. The ads were designed in-house by Parfums Christian Dior.



Ponderosa cool to USACafes

By SUSAN GARLAND

"Don't fence me in" was last week's polite but firm response by the Dayton, O.-based Ponderosa steak house chain to a \$160 million buyout from USACafes, the Dallas-based franchisor of the Bonanza steak house chain.

Calling USACafes' \$16 per share offer "inadequate" and "excessively vague," Ponderosa officials made clear their determination to remain independent. But USACafes said it will continue to pursue the buyout, which would create a new national restaurant power with sales in excess of \$1 billion.

USACafes, the smaller of the two restaurant companies, licenses and provides support services to nearly 600 Bonanza family steak house restaurants in 43 states and Canada.

Revenues for the year just ended are estimated at \$425 million, up 9% from 1984.

Ponderosa, the nation's largest family steak house chain, reported revenues of \$513.3 million for the fiscal year ended Feb. 28. System-wide sales from its 625 Ponderosa units were nearly \$700 million.

Ponderosa controls about 24% of the \$2.9 billion steak house category, putting it ahead of Los Angeles-based Sizzler's 16% and Bo-

nanza's 15%.

Ponderosa is by far the larger advertiser as well. Kenyon & Eckhardt, New York, handles the chain's estimated \$15 million account. Advertising for USACafes' Bonanza chain, including \$2 million in measured media last year, is handled in-house.

Steven Rockwell, restaurant analyst at Alex. Brown & Sons, Baltimore, admitted to being surprised by USACafe's move, but said the acquisition "has a reasonably good chance of working out. It will be able to use Ponderosa's resources to fund debt service, should USACafes borrow the money for the merger." #

All's McQuiet on McPizza front

By SCOTT HUME

McDonald's Corp.'s franchisees Les and Alan Dukart have put up a sign outside their Wilmington, Del., restaurant proclaiming "First restaurant in the country to serve McPizza."

And right now that's the extent of the advertising support being given the item Big Mac is testing in 10 stores there and in the Philadelphia area. The Dukart brothers reportedly wanted to buy outdoor

board space on a nearby interstate highway to alert travelers, but McDonald's denied approval.

But that doesn't mean McPizza hasn't been noticed. Once word of the test got out (AA, Sept. 30), newspapers across the country picked it up, including several that ran the news on their front pages.

The nation's 10th-largest advertiser isn't advertising McPizza because the chain is testing its "operational feasibility" rather than its sales appeal, according to a McDonald's spokeswoman. That means the company wants to know if there's room at the deep fryer for one more product. Chicken McNuggets, Filet O' Fish sandwiches, fries and pies already are lined up for fryer time and, said the spokeswoman, "we need to know how the addition of a McPizza might affect the system."

Oak Brook, Ill.-based McDonald's takes such operational "shakedown cruises" seriously. Operationally disruptive menu items don't make the grade even if they become front-page news. As senior exec vp-chief marketing officer Paul Schrage told ADVERTISING AGE

earlier this year (AA, Jan. 21), "We would never introduce a new item that would disrupt our system. Never. No product is worth that."

As a result, national agency Leo Burnett USA, Chicago, hasn't been asked to prepare advertising to support the test. Yet. Should McPizza pass the operations test, a full-scale market test of sales appeal could follow.

At that point, the nation's pizza chains may become more concerned than they were last week. Wichita, Kan.-based Pizza Hut, the nation's largest pizza chain, had no comment on the McDonald's test. #

Target takes aim

BETHLEHEM, PA.—Target Marketing & Communications, a new company specializing in marketing research, planning communications and direct marketing, has opened here at 2045 Westgate Dr., Suite 200, 18017.

The company is headed by president Francis Storm Jr., formerly director-national marketing, A.W. Marketing & Communications, also Bethlehem. #

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